

Sun Care in New Zealand

Market Direction | 2024-04-12 | 20 pages | Euromonitor

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Report description:

In 2023, retail value sales of sun care products recorded modest growth. According to a study conducted by Cosmetics New Zealand in September 2022, the majority of New Zealanders have not adopted sunscreen in their daily routines. In the summer, the study found that only 26% of New Zealanders use sunscreen regularly, and outside the summer season only 10% of New Zealanders use sunscreen. The penetration of sunscreen is especially low amongst men where only 25% of men aged 18-44 use sunscreen eve...

Euromonitor International's Sun Care in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Adult Sun Care, Baby and Child-specific Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sun Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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